



State of Wisconsin  
Governor Scott Walker

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**Department of Agriculture, Trade and Consumer Protection**  
Ben Brancel, Secretary

January 21, 2014

Thank you for your interest in the Grow Wisconsin Dairy Processor grant program, which is part of the Grow Wisconsin Dairy 30x20 Initiative launched by Governor Scott Walker. Attached is the Fiscal Year 2014 (FY14) Grow Wisconsin Dairy Processor Grant Program Request for Proposals (RFP).

Grant applications must be received by February 21, 2014, for FY14 consideration. Successful applicants will be notified by Mid-April 2014.

Please contact us if you have questions and feel free to share this request with others.

Sincerely,

Grow Wisconsin Dairy Team  
Wisconsin Department of Agriculture, Trade and Consumer Protection  
855-WIDAIRY (855-943-2479)  
[GrowWisconsinDairy@wi.gov](mailto:GrowWisconsinDairy@wi.gov)

Enclosure

*Agriculture generates \$59 billion for Wisconsin*

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## **Grow Wisconsin Dairy Processor Grant**

Part of the Grow Wisconsin Dairy  
30x20 Initiative at the Wisconsin  
Department of Agriculture, Trade  
and Consumer Protection



## **Request For Proposals (RFP)**

Proposal submission deadline: Applications will be accepted for fiscal year 14 (FY14) until February 21, 2014.

Contact Information: The Grow Wisconsin Dairy 30x20 Initiative can be reached at 855-WIDAIRY(855-943-2479) or [GrowWisconsinDairy@wi.gov](mailto:GrowWisconsinDairy@wi.gov).

Grow Wisconsin Dairy Producer Grant materials are available on the DATCP website [http://datcp.wi.gov/Farms/Dairy\\_Farming/Grow\\_Wisconsin\\_Dairy\\_Grant/index.aspx](http://datcp.wi.gov/Farms/Dairy_Farming/Grow_Wisconsin_Dairy_Grant/index.aspx).

## **INTRODUCTION**

The Grow Wisconsin Dairy Processor Grant, as part of the Grow Wisconsin Dairy 30x20 Initiative, strives to improve the long-term viability of Wisconsin's dairy industry through services to create continued demand for Wisconsin milk.

The Grow Wisconsin Dairy Processor Grant is a flexible, customizable grant available to processors to facilitate operational changes, improve profitability and foster innovation and economic growth. This grant can be customized to meet the needs of individual processors and can be applied to hire consultants with a range of expertise to address specific business needs.

The 2013 Wis. Act 20 provides funding for the Dairy processing plant grant program [20.115 (4) (dm)]. The amounts in the schedule for promoting the growth of the dairy industry by providing grants to persons operating processing plants, as defined in s. [97.20 \(1\) \(h\)](#) and the current Administrative rule ATCP 161.62. "Processing plant" means a dairy plant engaged in pasteurizing, processing or manufacturing milk or dairy products. [Wis ss 97.20 (1) (h)].

## **AVAILABLE FUNDS**

Wis. Act 20 provided an annual appropriation of \$200,000 for dairy processing grants. The annual appropriation is available for grants up to \$50,000 per legal entity per proposal that meets the grant criteria. The contract period will begin upon the signing of the grant contract.

## **ELIGIBLE PARTICIPANTS**

Applicants must satisfy the following criteria to be deemed eligible for funding under the GWD Grant Program. An applicant must:

- Operate a licensed dairy processing plant engaged in pasteurizing, processing or manufacturing milk or dairy products that is, or will be located in WI,
- Have a project(s) that will make operational improvements, improve profitability, and/or involve a new process or innovation,
- Has no outstanding state penalties or violations and be in good standing with Wisconsin Department of Financial Institutions,
- Employees of Wisconsin DATCP and immediate family members (i.e. mother, father, brother, sister, spouse, and children) are not eligible to receive a grant.

## **ELIGIBLE EXPENSES**

Eligible project expenses include, but are not limited to:

- Operating expenses, including expenses for salaries and wages, contract and consulting services, travel, and public information.
- Training costs to improve employee skills (eg. food safety, skills for operating new technology)
- Equipment rental.
- The purchase of equipment whose full value is ordinarily depreciable within one year (software, etc.).

## **INELIGIBLE EXPENSES**

Ineligible expenses include:

- Real estate purchases.
- Repayment of loans or mortgages.
- Rent or contract payments for time periods extending beyond the term of the grant contract.
- Equipment purchases, supplies or capital expenses except for certain equipment purchases and depreciation expenses specifically authorized by this rule.
- Administrative or overhead costs that are not direct costs of the grant project.
- Marketing expenses

## **MATCHING FUNDS**

The applicant must provide at least 20 percent of the total grant award as a matching contribution based on the grant amount awarded. Additional match is highly encouraged. In-kind match (non-cash match in the form of time, equipment or other resources) is allowed, but should be provided in terms of an estimated dollar value.

## **PROPOSAL FORMAT**

Proposals should be no more than 5 pages in length; have a type font size of 11pt or larger and include the following information:

- 1) Pre-Application form available at the end of this RFP.
- 2) Work Plan
- 3) Budget
- 4) Potential Project Results
- 5) W-9

Please see the proposed template on pages 8-11, at the end of this document. This grant submission template is available on the DATCP website or from the Grow Wisconsin Dairy 30x20 Initiative-DAD.

## **APPLICATION REQUIREMENTS AND SUBMITTAL PROCESS**

Proposals can be submitted by:

1. Email (preferred): [growwisconsindairy@wi.gov](mailto:growwisconsindairy@wi.gov)
2. Mail: DATCP-GWD Grant - DAD  
2811 Agriculture Drive, PO Box 8911  
Madison, WI 53708-8911
3. Fax to Grow Wisconsin Dairy Producer Grant at 608-224-5110
4. Hand-Delivery to DATCP: 4<sup>th</sup> floor, 2811 Agriculture Drive, Madison, WI 53718-6777  
(Office hours are Monday-Friday 7:45a.m.–4:30 p.m.)

## **FUNDING LEVELS**

The maximum funding limits for a project will be:

- Funding of up to \$50,000 total per proposal and subject to variation depending on each request.
- The award is based on multiple criteria listed below.
- Cost share payments by the grant recipient required at 20% of the grant amount.

The Grow Wisconsin Dairy Processor Grant is designed to provide access to services and resources for proposed dairy processing plant projects that enhance or develop the current business, solve an existing problem or concern at the plant, improve production or profitability, and/or help the processor innovate. Focal areas for the grant are highlighted below. Projects could include multiple aspects from the following areas.

- Dairy plant modernization and expansion efforts to provide assistance with professional services costs related to: siting, engineering, design, layout of new facilities or production lines.
- Food safety: consulting services to help pass a food safety audit or certificate needed to meet a customer driven market requirement.
- Training of plant staff on food safety requirements, new technology, etc.
- Assistance for related professional services and consultants: developing new processes, wastewater treatment or handling, new uses for whey, or other innovations.
- Other dairy processing projects may be considered.

## **PROPOSAL REVIEW CRITERIA**

This is a competitive grant process. Each application will be reviewed by a committee and will receive a rating based on scoring criteria outlined in the *Application Ranking Criteria Information* section of this document. The rating score will determine the proposals to be funded. Additionally, proposals must meet the following criteria.

1. One of the following objectives of the program must be met:
  - Facilitate operational changes to the dairy processing plant,
  - Improve profitability of the dairy processing plant,
  - Improve the technical knowledge capacity at the dairy processing plant,
  - Model a new process or innovation in dairy processing, or
  - Demonstrate or test a system to address dairy plant waste water management.
2. Be a licensed dairy processor that is, or will be located in WI

DATCP may require additional information and/or a plant visit to review the proposed project.

**Preference** may be given for proposals that:

- demonstrate an industry-wide benefit, or
- involve a new process or show innovation.

## **CONTRACTS**

DATCP will develop a contract for each funded project. No funding commitment is final until the contract is signed by the grant recipient and DATCP. Included with the contract, Appendix A will be completed by the grantee to finalize the details of the work plan, timeline, budget, company/consultant doing work, and implementation plan.

## **PAYMENTS**

Payments will be made following DATCP receipt of an invoice documenting expenses incurred by the grantee. An amount of 20% of the grant award will be held as a grant final payment. The final payment will be made upon submission of a final invoice and DATCP approval of a written summary report of the project. Invoices must include receipts or other proof of payment.

## **REPORTING REQUIREMENTS**

DATCP reserves the right to modify reporting requirements during the course of the project. Reporting requirements will be based on the duration and actions of the project and work plan. An end of project summary will be required of grantees. This summary report will include a minimum of:

- Brief Description of project intent
- Summary of project accomplishments and outcomes
- Other insights from project execution.

In addition to this summary report, DATCP reserves the right to conduct follow-up surveys of funded projects in order to determine long-term impacts of the Grow Wisconsin Dairy 30x20 Initiative and Grow Wisconsin Dairy Processor Grant program.

## **LIABILITY**

DATCP will not be held liable for any costs incurred by any firm for work performed in the preparation of and production of a proposal or for any work performed prior to the formal execution of a contract.

## **OPEN RECORDS**

Proposals submitted for funding and all related contracts and reports shall be subject to disclosure under the Public Records law. Public Records law does protect against the sharing of personally identifiable information. The grant applicant or recipient must clearly mark any information deemed a 'trade secret' that is included in the proposal, progress reports or final reports as "Confidential – Trade Secret – Not For Public Disclosure" at the time of submission. The Department shall notify the Grant Recipient if a public records request is made for the information claimed to be trade secret by the Grant Recipient. The Grant Recipient may then proceed to obtain judicial protection for the information. Such information may be kept confidential by the Department only as authorized by law (see s. 19.36(5), Wis. Stats.)

## **OTHER CONSIDERATIONS**

All proposals submitted in response to this RFP become the property of DATCP. DATCP reserves a royalty-free, nonexclusive and irrevocable license to reproduce, publish, otherwise use, and to authorize others to use materials produced under this grant agreement. DATCP also reserves the right to:

- Post funded proposals, summary reports and survey findings to the DATCP website
- Reject any or all proposals received
- Waive or modify minor irregularities in proposals received after prior notification and agreement of applicant
- Clarify the scope of this program, within the RFP requirement and with appropriate notice to potential applicants, to best serve the interests of the State of Wisconsin
- Amend program specifications after their release, with appropriate written notice to potential applicants
- Require a good faith effort on part of the project sponsor to work with DATCP subsequent to project completion to develop or implement project results in Wisconsin
- Withhold any payments when contract conditions are not met.
- Partially fund applications.
- Prorate grant funds among the primary grant focal areas.



## Grow Wisconsin Dairy Processor Grant Application

Please complete the following information (type or print)

MK-DD-30

Legal Business Name:							
Primary contact:							
Address:							
Town/City		State		Zip		County	
E-mail:				Phone			

### Area(s) of Project Focus

What topic(s) areas is your business interested in for assistance?

- ☐ Dairy Plant Expansion
- ☐ Dairy Plant Modernization
- ☐ Dairy Plant Audit Assistance
- ☐ Dairy Plant Staff Training
- ☐ Dairy Processing Innovation
- ☐ Other Dairy Processing Development: (Specify) \_\_\_\_\_

Please summarize your project here.

By participating in this program, you agree to provide impact and progress data that could be used to evaluate the Grow Wisconsin Dairy 30x20 Initiative and grant program. By signing below, the applicant agrees that the information contained within this application and in attachments is true and complete to the best of their knowledge. (Misrepresentation of materials and/or facts may be the basis for denial of application).

Signature \_\_\_\_\_ Date \_\_\_\_\_



**Work Plan**

- Please list your project goals.
- Please identify specific objectives necessary to meet your project goals.
- Please provide a brief outline of the project workplan.

## **Potential Project Results**

Explain how your project accomplishes one or more of the following objectives:

- Facilitate operational changes to the dairy processing plant,
- Improve profitability of the dairy processing plant,
- Improve the technical knowledge capacity at the dairy processing plant,
- Model a new process or innovation in dairy processing, or
- Demonstrate or test a system to address dairy plant waste water management.

## Estimated Total Project Budget (Match and Grant Request)

A total grant up to \$50,000 is available per dairy processor per year. The dairy processor is required to provide a match of at least 20% of the grant amount.

Budget Category			Total Cost\$
Salary			
Course description or Title	# of Hrs.	Hourly rate	
Consultant Services/Subcontractors			
Service Professional	# of Hrs.	Hourly rate	
Training Costs			
Course description or Title	# of Students	Course rate	
Equipment Lease or Rental, Supplies & Materials			
Item Description	# of units	Unit Cost	
Miscellaneous			
Item Description	#	Unit Cost	
Total Project Cost			
Anticipated Matching Amount			
Anticipated Grant Request Amount			

Please include a brief budget narrative if further detail is needed to describe resources supporting this project or to clarify budgeted items.

### **Application Ranking Criteria Information**

All applications will be ranked objectively by a panel consisting of internal DATCP staff, as well as external panelists. The questions below will be used by the review panel when ranking each application. These may be helpful to you when writing your application.

#### **Statement of Need/Input to Application (20 Points)**

+	✓	-	
			How well does the proposed project support the overall goals of 30x20? <ul style="list-style-type: none"> <li>• Create new capital investment in the dairy industry;</li> <li>• Develops new technologies or practices related to dairy processing;</li> <li>• Improves the competitive position of the Wisconsin dairy industry;</li> <li>• Uses agricultural resources efficiently for dairy processing;</li> <li>• Creates employment in the dairy industry.</li> </ul>
			How well does the narrative describe an industry need or opportunity for the proposed activities?
Yes	No		Are there other no-cost programs that could fulfill the need?

#### **Activities and Outcomes (15 Points)**

+	✓	-	
			How effectively does the application describe what activities will be done and how they will be conducted?
			How effectively will the proposed activities meet the need(s) and outcome(s) described in the application?
			How well do project activities help meet proposal review criteria and result in positive outcomes: <ul style="list-style-type: none"> <li>• Facilitate operational changes to the dairy processing plant,</li> <li>• Improve profitability of the dairy processing plant,</li> <li>• Improve the technical knowledge capacity at the dairy processing plant,</li> <li>• Model a new process or innovation in dairy processing, or</li> <li>• Demonstrate or test a system to address dairy plant waste water management.</li> </ul>

#### **Budget (15 Points)**

+	✓	-	
			How well does each item in the budget directly relate to the project described in the application?
			Is each item in the budget necessary to achieve the outcome(s)?
			Is the total amount justifiable in terms of the application as a whole?
			How well does the budget describe how each budget item was calculated?
			How reasonable is the individual cost per unit of service or item?

#### **Extra points**

+	✓	-	
			How much industry-wide benefit does the project provide?
			Does the project involve a new process or innovation?
			Does the match exceed the minimum required?



## Taxpayer Identification Number (TIN) Verification

*Print or Type*

Please see attachment or reverse for complete instructions.  
This form can be made available in alternative formats to qualified individuals upon request.

**Legal Name** (as entered with IRS)

If Sole Proprietorship or LLC Single Owner, enter your Last, First, MI

**Trade Name**

Enter **Business Name** if different from above.

**Remit Address** (where check should be mailed)

PO Box or Number and Street, City, State, ZIP + 4

**Order Address** (where order should be mailed; complete only if different from remit)

PO Box or number and street, City, State, ZIP + 4

**1099 Address** (for return of 1099 form; complete only if different from remit)

PO Box or number and street, City, State, ZIP + 4

**Entity Designation** (check only one) Required

- ☐ Individual/Sole Proprietor/LLC Single Owner
- ☐ Corporation (includes service corporations)
- ☐ Limited Liability Company - Partnership
- ☐ Limited Liability Company - Corporation
- ☐ Government Entity
- ☐ Hospital Exempt from Tax or Government Owned
- ☐ Long Term Care Facility Exempt from Tax or Government Owned
- ☐ All Other Entities

➤ **Taxpayer Identification Number (TIN)**

If you are a sole proprietor and you have an EIN, you may enter either your SSN or EIN. However, the IRS prefers that you show the SSN.

Check Only One Required (see "Instructions")

- ☐ Social Security Number (SSN) Employer
- ☐ Identification Number (EIN) Individual
- ☐ Taxpayer Identification Number for U.S. Resident Aliens (ITIN)

**Certification**

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number, AND
2. I am not subject to back up withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to back up withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding.
3. I am a U.S. person (including a US resident alien).

Printed Name	Printed Title	Telephone Number (   )
Signature		Date (mm/dd/ccyy)

For Agency Use Only		
Agency Number	Contact	Phone Number
Change	Name	Address Other (explain)

Return completed form via facsimile machine or to the address listed below.  
For your convenience this form has been designed for return in a standard Window envelope.



WI Department of Agriculture, Trade  
& Consumer Protection - DAD – GWD  
PO Box 8911  
Madison WI 53708-8911

Forms may be returned to:  
Fax Number: 608-224-5110  
Attn: Grow Wisconsin Dairy

